

ABSTRACT OF THE DISCLOSURE

**APPARATUS AND METHOD FOR EFFECTUATING REAL-TIME PRICE
CALCULATIONS BASED ON USER PREFERENCES**

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An apparatus and method of providing real-costs of items to an e-commerce shopper are provided. When a shopper 10 puts a pointing device on or near an item, the real cost of the item is calculated by adding the price of the item, cost of shipping if any, sales tax if any and subtracting any discount the shopper may have. If the shopper puts the pointing device on a shopping cart within which a plurality 15 of items are located, the real costs of the items are calculated by adding the price of all the items in the cart, cost of shipping if any, sales tax if any and subtracting any discount the shopper may have.

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